

Sept. 7, 2016 Board Update

Communications & Promotions Team

Research

1. Data Collection / Database – Fact Sheets
 - a. Gathering information for reporting and creating county fact sheets and resource pages for the website.

Planning

1. Finishing up administration communications plan.
2. Hosted WASDA conference at South Lake Tahoe.

Media Relations

1. Facilitated follow-up interviews in response to bee removal issue in Las Vegas:
 - a. <http://www.fox5vegas.com/story/32723100/attack-prompts-scrutiny-of-unlicensed-bee-removal-businesses>
 - b. <http://www.lasvegasnow.com/news/questions-linger-in-bee-attack>
 - c. <http://news3lv.com/news/local/bee-attack-follow-liability>
2. Conducted media relations for the Summer Food Service program:
 - a. <http://www.ktnv.com/positivelylv/free-summer-meal-programs-for-kids-in-las-vegas>
 - b. <http://vegasseven.com/2016/06/01/summer-meals-kids/>
 - c. <http://www.publicnewsservice.org/2016-06-08/hunger-food-nutrition/nevada-summer-meal-programs-kick-off-but-greatly-underused/a52310-1>
 - d. <https://www.dropbox.com/sh/99rrupvhdvutd0c/AAAqW52jatCsNBLH0LwIEg7Ea?dl=0>
 - e. <http://mynews4.com/news/local/free-summer-meal-program-for-kids-begins-today> (FBNN)
 - f. <http://news3lv.com/news/videos/summer-backpack-program-helping-feed-children-during-school-break> (Three Square Food Bank)
 - g. <http://carsonvalleytimes.com/2016/08/01/summer-meals-available-for-students-in-douglas-county/>
 - h. http://elkodaily.com/lifestyles/summer-meals-program-launches-in-elko-county/article_a9f32dd3-a727-5b91-97b7-dc361200894e.html
 - i. <http://www.nevadaappeal.com/news/local/23220059-113/united-states-department-of-agriculture-summer-food-service>
3. Ghostwrote livestock scales inspection article for Consumer Equitability in July, published in:
 - a. Progressive Rancher (page 40) – https://issuu.com/progressiverancher/docs/pr_july_2016
 - b. Nevada Cattlemen's Association Sage Signals – http://www.nevadacattlemen.org/CMDocs/NevadaCattlemen/Sage%20Signals/2016%20Sage%20Signals/08_August16_NCASageSignals.pdf#page=8
 - c. Nevada Farm Bureau Journal (pending)

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Media Relations continued

4. Ghostwrote cattle theft article for Animal Industry in August, to be published in:
 - a. Progressive Rancher
 - b. Nevada Cattlemen's Association Sage Signals (pending)
 - c. Nevada Farm Bureau Journal (pending)
 - d. Western Livestock Journal (pending)
5. Economic analysis media pitches:
 - a. Local-food push fuels egg production boom in Nevada (Capital Press) – <http://www.capitalpress.com/California/20160603/local-food-push-fuels-egg-production-boom-in-nevada>
 - b. The business of food production flourishing in Nevada (Northern Nevada Business Weekly) – <http://www.nnbw.com/news/23003946-113/the-business-of-food-production-flourishing-in-nevada#>
6. Connected Elko Daily Free Press with a number of resources, quotes, facts, figures and contacts, for a series on ranching in Elko County.
 - a. Part one can be viewed: http://elkodaily.com/news/local/historic-winecup-gamble-ranch-for-sale/article_81ff02ea-3468-504c-89dc-2e582ca3f9da.html
 - b. Part two (and possibly more) have not published yet.
7. Facilitated a Q&A and photo shoot with Jeff Knight for Edible Reno-Tahoe's "bugs and bees" issue this fall. (pending)
8. Facilitated an interview about bees with Jeff Knight for Edible Reno-Tahoe's "bugs and bees" issue this fall. (pending)
9. Facilitated School Garden interview with Ashley Jeppson and Catrina Peters for "back to school" issue of Edible Reno-Tahoe. (pending)
10. Facilitated Wellness Policy interview with Catrina Peters for "back to school" issue of Edible Reno-Tahoe. (pending)
11. Facilitated quote for Countryside Magazine article about Desert Farm Initiative
12. Enforcement officer ride-along about cattle shootings and theft with High Country News
13. Feed registration release
 - a. Progressive Rancher (page 41) - https://issuu.com/progressiverancher/docs/pr_july_2016
14. Facilitated Zika virus mosquito interviews with Jeff Knight:
 - a. Las Vegas Review Journal - <http://www.reviewjournal.com/news/preliminary-study-says-another-mosquito-species-living-nevada-can-spread-zika>
 - b. Humboldt Sun (link not available)
15. Facilitated pesticide use by City of Reno interview with Chuck Moses for This is Reno – <http://thisisreno.com/2016/06/city-weed-spraying-causes-concerns-keystone-avenue-area-residents/>
16. Noxious weeds interview with KOLO 8 – <http://www.kolotv.com/content/news/Wet-Weather-Brings-Noxious-Weeds-380583041.html>

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Buy Nevada

1. Completed membership database and new member website profiles
2. Work with fiscal division on budget and invoicing members for new fiscal year, to secure marketing funds for expanding the program and promoting food and agriculture sector.
3. Began redesign of Buy Nevada website to create a directory hub of food and agriculture in the state.

Public Outreach

1. Trained Nevada FFA State Officers on media and social media.
2. Social media engagement for the Summer Food Service program.
3. Developed outreach materials for Plant Pathology and Seed Certification programs.
4. Created a quick reference guide of top noxious weeds in the state.
5. Director presentation to Red Rock Rotary Club in Las Vegas.
6. Collected photos and footage from almost every division represented in southern Nevada (nursery, food distribution (CACFP and TEFAP) and warehouse, summer food service program, urban farm, noxious weeds).
7. Worked with Livestock ID team to design last printed copy of the Brand Book.
8. Drafted communications strategies for FSMA grant proposal for implementing Produce Safety Rule in Nevada.
9. Presented to Reno City Council about GMO labeling

Agriculture Literacy

1. Between May and August, NDA participated in three educational and community events, including Reno Rodeo Kid's Day and Ag Days in Carson and Douglas Counties hosted by Farm Bureau.
2. Facilitated NDA's participation in professional development for secondary agricultural educators on the topics of pesticide applicator certification, the Good Agricultural Practices program and Farm to School.
3. Launched agricultural literacy page on agri.nv.gov for teachers and volunteers to access resources and request Nevada-specific materials.
4. Released Buy Nevada lesson plans for secondary teachers on the agricultural literacy webpage. These lesson plans and associated resources use Nevada food and agriculture businesses from the Buy Nevada website to teach economics, exporting, basic market structures, branding and marketing, and the selling process.

Economic Development

1. WUSATA Trade Shows/Trade Missions – Performing all the necessary activities to manage, lead, and support listed WUSATA activities:
 - a. Gulf Food Trade Show
 - b. Food Ingredients Outbound Trade Mission to Guangzhou
 - c. Canada, Europe, S. Korea, ASEAN, Japan Inbound Mission to Natural Products Expo West Trade Show
 - d. Food Ingredients China Trade Show

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- e. SIAL China Trade Show
- Economic Development continued**
- f. Food Ingredients Outbound Trade Mission to Manila
 - g. Food Ingredients Asia Trade Show
 - h. Food Ingredients Outbound Trade Mission to Germany (Sudback Trade Show)
2. Success Stories:
- a. Kimmie Candy receiving Presidential Exporting Award for export success
 - b. Working on exporting crawfish from Lake Tahoe to China
3. NDA European Business Development Tour:
- a. Working with Foreign Ag Service in Germany, Czech Republic, and Croatia
 - b. Working on different tours scheduling, logistic and transportation cost
 - c. Finding locations to tour and scheduling Embassy Market Briefings
 - d. Recruiting companies to secure participation, with focuses on dairy/cheese, breweries/distilleries, and livestock companies and producers